7. YEH GULISTAAN HAMARA
1/2 hour programme telecast on DD-National for SAARC Music Festival during financial year 2003-2004.

NOTE: Except for engaging the services of an episode director from outside for the programme mentioned at SI No. 6, all other programmes were produced using DD's own resources and infrastructure.

Agreement for promoting films

155. SHRIMATI SUKHBUNS KAUR:
SHRI KALRAJ MISHRA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have signed on the 5th December 2005, a co-production agreement with UK, with the object of promoting co-production of films, for promoting film industries in each other's territory and helping Indian producers to gain access to clean finance;

(b) if so, the details thereof; and

(c) the steps taken by Government in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) Yes, Sir. Intergovernmental agreements are usually umbrella agreements, under which private; quasi government or government agencies may enter into contracts to produce films together. Such films are treated as national films in both countries.

The following benefits are expected from such Agreements:

Producers from both countries get an opportunity to pool their creative, artistic, technical, financial and marketing-resources to co-produce films.

Risks get shared and there is a wider natural audience base.

The chances of Indian locales being utilized for shooting raises the visibility of India as a preferred shooting destination.

The cost competitive postproduction sector of the film industry would stand to gain from the Agreements.

Since India and Great Britain share a common history and today a sizeable percentage of the population in that country is Asian, a film produced under this Agreement would have a ready audience.

(c) Further to the signing of the Agreement, the Ministry has held discussions with the British side to finalize the Annex to the Agreement, which gives the manner in which the Agreement will be implemented.

E.P.C. for export of films, music etc.

156. SHRI C. PERUMAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have a proposal to set up Export Promotion Council for export of films, music, etc. produced in the country;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) to (c) A Committee on Information, Communication and Entertainment (ICE) has been constituted in Prime Minister's Office to consider the following issues:

(i) To respond to a specific representation given by the Film and Television Producers Guild of India.

(ii) To identify new opportunities in the areas of Information, Communication and Entertainment where the State needs to play a pro-active role.

One of the issues considered in the first meeting of the Committee was regarding the constitution of Export Promotion Forum/Council for export of films, TV and music products. Guidelines of the Department of Commerce require the film industry to first form an Export Promotion Forum unde the Societies Registration Act in accordance with procedure prescribed in the guidelines. The guidelines are being examined in consultation with the industry.